

### Abstract

The system according to this invention comprises a program source linked to event information, which is coupled via a broadcast programming communication system to a number of subscribers. Each of the subscribers to the broadcast communication system has a device for displaying programming and either coupled to the display device or built into the display device is one component thereof, a set top box by which the subscriber is able to perform a variety of functions to select and cause to be displayed a program of interest. Subscribers can select, view information able particular packages or events therein and purchase desired packages or events therein. The invention accomplishes these features by packaging associated PPV events into products that are contained within a single product wrapper. To view individual events, the system allows a subscriber to remotely cause the EPG system to enter a second viewing mode. In the second viewing mode, the subscriber can scroll from event wrapper to event wrapper, within the same product or between products. Furthermore, while in the product scrolling mode the subscriber may interactively purchase a multi-event PPV product by using command buttons on the remote control. In addition, if the subscriber only wants to purchase a single PPV event within the PPV product, he need only enter the second viewing mode, select the event wrapper of interest and purchase the single event. In this same manner the subscriber may obtain information about the product or the individual event.